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FOR IMMEDIATE RELEASE

READING DOWNTOWN IMPROVEMENT DISTRICT RECEIVES 2014 NATIONAL MAIN STREET ACCREDITATION

Reading, Pa. The Reading Downtown Improvement District (DID) was designated as an accredited *National Main Street Program* for meeting the commercial district revitalization performance standards set by the National Main Street Center®, a subsidiary of the National Trust for Historic Preservation in 2014. Each year, the National Main Street Center and its partners announce the list of accredited Main Street® programs in recognition of their exemplary commitment to historic preservation and community revitalization through the Main Street Four Point Approach®.

“We congratulate this year’s nationally accredited Main Street programs for their outstanding accomplishment in meeting the National Main Street Center’s performance standards,” said Patrice Frey, President and CEO of the National Main Street Center. “Accredited Main Street programs create vibrant communities by using a comprehensive strategy to preserve their historic character and revitalize their commercial districts, which helps make these great places to work, live, play and visit.”

The organization’s performance is annually evaluated by the Pennsylvania Downtown Center, which works in partnership with the National Main Street Center to identify the local programs that meet 10 performance standards. These standards set the benchmarks for measuring an individual Main Street program’s application of the Main Street Four Point Approach® to commercial district revitalization. Evaluation criteria determines the communities that are building comprehensive and sustainable revitalization efforts and include standards such as fostering strong public-private partnerships, securing an operating budget, tracking programmatic progress and actively preserving historic buildings.

“Receiving accreditation as a National Main Street Program is a major step in elevating Reading’s Main Street Program to the next level,” said Charles Broad, Manager of the Reading Main Street Program. “We are focused on making downtown Reading’s commercial district a go-to destination for employment opportunities, shopping, entertainment and dining.”

About the Reading Downtown Improvement District

The Reading Downtown Improvement District is focused on creating a vital, productive and commercially active environment in downtown Reading. DID provides cleaning, security and marketing services for a specially designated commercial district in the city, and also sponsors several events and activities throughout the year, including MidDay Cafes and the Reading Holiday Parade. The DID

continually strives to make downtown Reading a cleaner, safer and more inviting place to live, work and visit.

About the National Main Street Program

Established by the National Trust for Historic Preservation in 1980, the National Main Street Center helps communities of all sizes revitalize their older and historic commercial districts. Working in more than 2,200 downtowns and urban neighborhoods over the last 34 years, the Main Street program has leveraged more than \$59.6 billion in new public and private investment. Participating communities have created 502,728 net new jobs and 115,381 net new businesses, and rehabilitated more than 246,158 buildings, leveraging an average of \$33.28 in new investment for every dollar spent on their Main Street district revitalization efforts.

Click the following link for information on the performance standards:

<http://www.preservationnation.org/main-street/about-main-street/the-programs/performance-standards.html#.VH95tmeuNdl>

Click the following link for information on the Main Street approach:

http://www.preservationnation.org/main-street/about-main-street/the-approach/#!/.VH84ytLF_nE

Click the following link for information on the eight principles of Main Street:

http://www.preservationnation.org/main-street/about-main-street/the-approach/eight-principles.html#.VH85A9LF_nE

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